

MDCH PUBLIC INFORMATION OFFICER (PIO) EMERGENCY ACTION GUIDELINES (EAG)

The MDCH PIO serves as a member of the Executive Group and works with the CHECC communication team.

- ❑ When notified of the CHECC activation by OPHP, report to the CHECC Manager. Sign in as the PIO at the security desk. Sign the Access Log indicating date/arrival/departure for finance and/or damage assessment information retrieval.
- ❑ Consult with E-Team to determine tasks assigned to the MDCH PIO. Update assigned E-Team Tasks in a timely manner.
- ❑ Determine current emergency status. In E-Team, create an event-specific Duty Log and notify the CHECC Executive Group, and the Communications/IT section.
- ❑ Participate in the SEOC JIC when it is activated: provide the lead SEOC PIO with public health recommendations from the CHECC Executive Group, coordinate information with other state agency PIOs.
- ❑ When the SEOC JIC is not activated, implement and maintain an overall information release program: develop and publish a media briefing schedule, designate and coordinate spokespersons, coordinate information with other state agency PIOs, obtain materials clearance/approval from CHECC Executive Group, and prepare and deliver press releases.
- ❑ Keep the CHECC Incident Management Team and Executive Group advised of any unusual requests for information or any major critical or unfavorable media comments.
- ❑ Notify Communications Chief of any additional expenses/costs identified at the CHECC deactivation.